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OCT 26 2004

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

U.S. Serial No. 09/533,842

Applicants: Michael H. Ficco

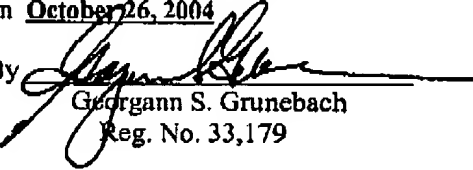
Filed: 3/23/2000

TC/AU: 2611

Examiner: Andrew Koenig

Docket No.: PD-990219

) I hereby certify that this paper (and/or fee) is  
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) Commissioner for Patents  
) P.O. Box 1450  
) Alexandria, VA 22313-1450  
) on October 26, 2004

) By   
) Georgann S. Grunebach  
) Reg. No. 33,179  
)  
)  
)  
)  
)  
)

CUSTOMER NO. 020991

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

## RESPONSE TO THE OFFICE ACTION DATED AUGUST 26, 2004

Dear Sir:

Please enter the following amendments and consider the following remarks.

The Status of the Claims is reflected in the listing of claims that begins on page 2 of this paper.

Remarks begin on page 7 of this paper.

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OCT 26 2004

# FAX COVER SHEET



Attention: Examiner: Andrew Y. Koenig

Supervisory Examiner: Christopher Grant

UNITED STATES PATENT AND TRADEMARK OFFICE

Fax: (703) 872-9306

Examiner: Andrew Y. Koenig

Phone (703) 306-0399

Supervisory Examiner: Christopher Grant

Alt: (703) 305-4755

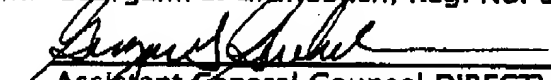
Pages: Cover + 1+8 =10

Date: October 26, 2004

## Certificate of Transmission

From: Georgann S. Grunebach, Reg. No. 33,179

Fax: (310) 964-0941

  
Assistant General Counsel DIRECTV

Phone (310) 964-4615

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Commissioner for Patents:

Please see attached documents RE: 09/533,842.

- > Amendment After Final Transmittal
- > Amendment Response to PTO Communication of 8/26/2004

**PLEASE ACKNOWLEDGE RECEIPT OF THIS TRANSMISSION**

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OCT 26 2004

PATENT  
Docket No. PD-990219  
CUSTOMER NO.: 020991

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: Michael Ficco

Serial No. 09/533,842

Filed: March 23, 2000

For: BROADCAST ADVERTISEMENT ADAPTING METHOD  
AND APPARATUS:  
:  
:

Date: October 26, 2004

Group Art Unit: 2611

Examiner: Koenig, Andrew Y.

**TRANSMITTAL LETTER FOR AMENDMENT AFTER FINAL**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir: Transmitted herewith is an amendment in the above-identified application.

\_\_\_\_\_ Applicant petitions for an extension of time for ( ) to respond to the Office Action dated August 26, 2004. If an additional extension of time is required, please consider this a petition therefor.

\_\_\_\_\_ An extension for \_\_\_\_\_ months(s) has already been secured; the fee paid therefor of \_\_\_\_\_ Fee \$ \_\_\_\_\_  
is deducted from the total fee due for the total months of extension now requested. \$ \_\_\_\_\_  
Extension fee due with this request \$ \_\_\_\_\_

☒ Applicant believes that no extension of time is required to respond to the Office Action dated August 26, 2004. However, this conditional petition is being made to provide for the possibility that applicant has inadvertently overlooked the need for a petition for extension of time.

☒ No additional fee for claims is required.

\_\_\_\_\_ The fee for claims has been calculated as shown below:

CLAIMS AS AMENDED									
CLAIMS REMAINING AFTER AMENDMENT			HIGHEST NUMBER PREVIOUSLY PAID FOR		PRESENT EXTRA		RATE		ADDITIONAL FEE
TOTAL CLAIMS	38	minus	39*	=	0	x	\$ 18.00	\$	-0-
INDEPENDENT CLAIMS	2	minus	3**	=	0	x	\$ 88.00	\$	-0-
MULTIPLE DEPENDENT CLAIMS					0	+	\$ 300.00	\$	-0-
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:									\$ -0-

Charge \$-0- to Deposit Account No. 50-0383 of Hughes Electronics Corporation, El Segundo, California. Please charge any additional fees for claims or credit overpayment to Deposit Account No. 50-0383. If any additional extension fee is required, please charge to Deposit Account No. 50-0383.

Respectfully submitted,

*Georgann S. Grunebach*  
Georgann S. Grunebach, Registration No. 33,179  
Attorney for Applicant

**Certification of Facsimile Transmission UNDER 37 CFR 1.8**

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The DIRECTV Group, Inc.  
Patent Docket Administration  
Bldg. R11, M/S A109  
PO Box 956  
El Segundo, CA 90245-0956  
Telephone: 310/884-4615  
Date: October 26, 2004

*Georgann S. Grunebach*  
Georgann S. Grunebach, Reg. No.: 33,179  
Attorney for Applicant(s)

October 26, 2004  
Date

\* If less than 20, insert 20  
\*\* If less than 3, insert 3